

Pink Cat
show of
support
for breast
cancer
awareness >7



Look, it's a pink Cat!

Excavator splashed bright pink to send message on breast cancer awareness

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SPRINT Highway users heading from Petaling Jaya to Kuala Lumpur will be able to spot a unique excavator at work when they pass the Mass Rapid Transit (MRT) construction site before the Bukit Kiara exit.

The bright pink Cat 320D hydraulic excavator recently debuted as part of Sime Darby Industrial Sdn Bhd's pledge to support breast cancer awareness.

Dubbed the Pink Excavator for Cancer Research (PIXCR), it was commissioned as a unique way to shed light on the disease in collaboration with the Cancer Research Initiatives Foundation (CARIF).

A portion of the machine's rental will be channelled to CARIF.

Sime Darby Industrial Bhd managing director Chong Kwea Seng said the idea for a pink excavator came about earlier this year.

"A pink excavator would be a novelty and stand out from its yellow counterparts. It is a unique tool to engage everyone," he said, adding that its location in a highly visible area along the highway would alert the public to



Big on effect: The pink excavator at the MRT construction site before the Bukit Kiara turning. Inset: (From left) Sunway Construction Sdn Bhd managing director Kwan Foh Kwai, Dr Cheah, Chong and sales director Azlan Ismail at the unveiling ceremony.

the cause.

"It's not only to raise awareness for breast cancer, but cancer as a whole," he said.

He added that they aimed to reach RM100,000 through rentals and fund-raising over 12 operational months.

The campaign has seen strong support from various parties, including Sunway Construction, which has already rented the PIXCR's for the next six months.

Sunway Group founder and chairman Tan Sri Dr Jeffrey Cheah said research showed that the number of Malaysians afflicted by cancer

was on the rise.

"Malaysians have less awareness and knowledge of cancer-related issues. Many of these cases can be prevented with proper knowledge of things that we can change, such as a sedentary lifestyle or obesity, through proper nutrition and avoiding practices such as smoking," said Cheah.

"Hopefully, we will be able to contribute towards a meaningful cause and help in cancer



research," he said.

Chong, meanwhile, said that Sime Darby Industrial hoped to bring in more pink excavators to support the cause.